PLUS MARKETING TV critics: Will they review cable?

- Tribune's WPIX in NYC: the newest superstation
- Showtime/TMC borrows $150 million from 10 banks
- Galaxy DBS talk from Showtime, Nashville
- AFL-CIO to take its CableLINE net nationwide

CableVision™

The news and features weekly of the cable television industry February 20, 1984

Who controls the program marketplace?

The battle for pay TV

CableVision

The Week in Cable pages 15-22 February 20, 1984 Volume 9, Number 25

SHOWTIME/TMC'S MONEY DEAL

Showtime/The Movie Channel Inc. has entered into a $150 million credit and loan agreement with a group of 10 major banks. The money deal helps pay for that $500 million exclusivity deal with Paramount. Meanwhile, Showtime/TMC is actively exploring the residential DBS market.

PLAYCABLE TO TERMINATE

Another programming service bites the dust as PlayCable, Mattel's joint videogame pay service with General, announces it will fold at the end of February. Lack of consumer interest was cited as the cause of its demise.

WPIX TO BECOME SUPERSTATION

New York City's WPIX-TV, owned by The Tribune Co., becomes the industry's newest superstation as of May 1, to be carried by United Video — which also transmits Tribune's WGN from Chicago.

NO 'FAIRNESS' FOR CABLE

The Fairness Doctrine and the FCC's other content regulations may be bad for broadcasters, said a panel of experts at a Senate hearing, but they're "absolute nonsense in the context of cable television." Cable operators, newspaper publishers and lawyers made the case for repeal.

COMMITTEE OKS FOUR DEALS

In Chicago, the City Council's Cable Television Committee approves, with amendments, franchise agreements for four of the city's five cable TV areas. The full council is scheduled to vote on the Area 1 agreement.

AFL-CIO TO LAUNCH NEW SERVICE

Satisfied with a recent three-market test of labor-oriented cable programming, the AFL-CIO plans to go ahead with a national cable programming service — with a launch slated for late this year. But the mode of distribution remains a question mark.

What's in the Sections

PROGRAMMING 25

Toronto-based Robert Cooper is one independent producer who has very few complaints about HBO, unlike some of his Hollywood counterparts. Being in the right place at the right time helped Cooper establish a successful relationship with the pay service.

MARKETING/ADVERTISING 26

A Rogers Cablesystem study conducted in Syracuse, N.Y., has found that subscribers are increasing their viewing of the system's satellite services and LO channel.

BUSINESS 43

Over the last year, Cox Cable Communications has renegotiated changes in franchise agreements in three of its major urban markets, including the postponement of two-way interactive services until late 1984 or 1985.

GOVERNMENT & LAW 50

NCTA Chairman Monroe Rifkin, in a special letter sent to *CableVision*, states that the cable industry is close to wit's end in reference to the compromises it has made with the nation's cities. Many of these compromises have become part of H.R. 4103, the House bill now awaiting approval, but still, the cities do not appear satisfied.

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Programmers ponder cable...

Some old and new program producers have mixed feelings about exploring cable programming, but more are interested in at least supplying some form of program to both pay and basic networks for a variety of reasons. Although payment in many cases does not rival broadcast networks, the informality of cable is attractive.

...while TV critics ponder its programming

Television critics writing in the nation's newspapers have several complaints about cable television: They can't critique it all, and unfortunately, in many cases, they can't *even* see it. Cable networks, in order to be more visible, must learn how to reach the critics.

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VBPA

CABLE STATS

Film Product Comparison—February

Film	Pay Networks					Distributor
A Song Is Born		ST				Samuel Goldwyn Co
Ada		ST				MGM/UA
The Adventures Of Sherlock Holmes			TMC*			Leo Gutman
The Adventures of the Wilderness Family		(ST)	(TMC)	(HTN)	C	Simcom
The Adventures Of The Wilderness Family Pt. 2		(ST)	(TMC)	HTN		Simcom
Airplane II: The Sequel	(HBO)	(ST)	TMC*			Paramount
Alice's Restaurant			TMC			MGM/UA
The Amateur	HBO*		(TMC)			20th Century-Fox
The Amazing Mr. Blunden				HTN*		Excel Video
An Officer And A Gentleman	(HBO)	(ST)	TMC*			Paramount
Animalympics		(ST)			C	Film Gallery
Annie	HBO*					Columbia
Author! Author!		(ST)	(TMC)	(HTN)	C*	20th Century-Fox
The Beach Girls			TMC			Crown International
The Beastmaster	HBO*	(ST)	(TMC)	(HTN)		MGM/UA
The Beast Within		(ST)	TMC			MGM/UA
Becket			TMC		(C)	E&M Enterprises
The Bitsy			TMC			Lorimar
Bill					C	Alan Enterprises
Billy Jack	HBO*					Warner Bros
Black Emmanuelle					C	20th Century-Fox
Body And Soul			(TMC)		C	Viacom
Brainwaves	HBO*		TMC			Atlantic
The Bridge On The River Kwai		ST			C	Columbia
Bugs Bunny's 3rd Movie: 1001 Rabbit Tales		(ST)				Warner Bros
By Design			TMC			Atlantic
The Caine Mutiny		ST	(TMC)		C*	Columbia
Call Me Mister				HTN*		20th Century-Fox
Carnal Knowledge		ST				Embassy
Casey's Shadow					C*	Columbia
Cat People	(HBO)	ST*	(TMC)			Universal
The Catered Affair		ST				MGM/UA
The Compleat Beatles					C	Universal
Conan The Barbarian		ST*	(TMC)			Universal
The Concert For Bangladesh					C	UNICEF
Confessions From Holiday Camp		ST				Columbia
Confessions of a Driving Instructor		ST*				Columbia
Daffy Duck's Movie: Fantastic Island	HBO	ST				Warner Bros
The Day The Earth Stood Still			(TMC)	HTN	C	20th Century-Fox
Dressed To Kill			TMC			Leo Gutman
Dusty	HBO*		(TMC)			Castle Hill
Echoes			TMC			Herbeval
The Eerie Midnight Horror Show		ST				Viacom
Enchantment		ST				Samuel Goldwyn Co
The End		ST*			(C)	MGM/UA
Equus			TMC			MGM/UA
Evil Under the Sun	HBO*				(C)	AFD
The Exorcist	(HBO)	(ST)	(TMC)		C	Warner Bros
Exorcist II: The Heretic		(ST)	(TMC)		C	Warner Bros
Fighting Back	HBO					Paramount
The 500 Pound Jerk				HTN		Universal
Flashdance		ST	TMC			Paramount
Forbidden World		ST*				New World
Forced Vengeance	HBO*	(ST)	(TMC)			MGM/UA
Foxtrot			TMC			Viacom
Freedom					C	HBO
From Here to Eternity			(TMC)		C*	Columbia
Gas	HBO					Paramount
Girl Can't Help It			(TMC)	(HTN)	C*	20th Century-Fox
Goin' South	(HBO)	ST				Paramount
Going In Style			TMC			Warner Bros
Gulliver's Travels		ST				Viacom
Halls of Montezuma				HTN		20th Century-Fox
Hanky Panky				HTN	(C)	Columbia
Hanover Street				HTN	C*	Columbia
Hardcore		ST				Columbia
Hard Country					C	ITC
The Hearst			TMC			Viacom
Honey					C*	ITA
The Hound Of The Baskervilles			TMC			Leo Gutman
The Hound Of The Baskervilles (altered version)	(HBO)	(ST)	TMC*			PSO
How To Beat the High Cost of Living	(HBO)		(TMC)		C*	Orion
I Ought To Be In Pictures	(HBO)	(ST)	(TMC)	HTN*		20th Century-Fox
Ice Castles					C*	Columbia
I'll Cry Tomorrow		ST				MGM/UA
I'm Dancing As Fast As I Can		ST	(TMC)			Paramount
In Love and War				HTN	C	20th Century-Fox
In Praise of Older Women		ST				Embassy
Independence Day	HBO	ST				Warner Bros
International Velvet	HBO		TMC			MGM/UA
Island of Adventure		ST*				Samuel Goldwyn Co
It Started With A Kiss		ST				MGM/UA
The Jackpot				HTN*	(C)	20th Century-Fox
The Jayne Mansfield Story					C	Alan Enterprises
Jeremy			TMC			MGM/UA
Jigsaw			TMC*			Viacom
Jimmy the Kid					C*	New World
Kiss Me Goodbye	HBO*	ST*	(TMC)	(HTN)		20th Century-Fox
Kiss Me Kate		ST*				MGM/UA
Knightrider		ST*				United Film
Lady In Red		ST				Viacom
Lady on the Bus		ST*				Atlantic
Liar's Moon	HBO*		(TMC)		(C)	Crown Intl
The Lincoln Conspiracy			TMC			Viacom
Lion of the Desert	HBO*				(C)	Magnum
Lolita			TMC			MGM/UA
Losin' It	HBO	ST	TMC			Embassy
Lovelock	HBO	ST	TMC			Warner Bros
Lunch Wagon		ST				Seymour Borde
MacArthur		ST*			(C)	Universal
The Magic Statue				HTN		Universal
Man on Fire		ST*				MGM/UA
Man On A Tightrope				HTN	(C)	20th Century-Fox
Man On The Roof					C	Almi Group
The Man Who Fell To Earth			TMC			Almi Group
The Man With Two Brains	HBO	ST	TMC			Warner Bros
Massacre in Rome	HBO					Andrews & Associates
Mattie The Gooseboy		ST				Viacom
Missing	HBO*		(TMC)	(HTN)		Universal
Monsignor	(HBO)	(ST)	TMC			20th Century-Fox
Mountain Family Robinson			TMC			Simcom
Mr. Magoo in Sherwood Forest			TMC			UPA
The Mudlark				HTN		20th Century-Fox
My Fair Lady			TMC*	(HTN)	(C)	CBS
My Favorite Year	(HBO)	(ST)	TMC*	(HTN)	(C)	MGM/UA
Never Let Me Go		ST*				MGM/UA
Night Shift	(HBO)		(TMC)		C	Warner Bros
1941			TMC		C	Universal
The Odd Job			TMC			Atlantic
Oh, God!			TMC			Warner Bros
Orchestra Wives				HTN		20th Century-Fox
Paradise		ST			C	Embassy
Partners	(HBO)	ST				Paramount
Petticoat Affair				HTN		Universal
Pat: The Early Years				HTN	(C)	20th Century-Fox
The Pirate Movie			(TMC)	HTN		20th Century-Fox
The Pirates of Penzance	HBO	ST	TMC	HTN		Universal
Playing For Time	HBO					Viacom
Poltergeist	(HBO)		TMC		(C)	MGM/UA
Pretty Maids All In A Row		ST				MGM/UA
Pursuit To Algiers			TMC			Leo Gutman

CABLE STATS

Film	Pay Networks					Distributor
Raintree County		ST				MGM/UA
Rio Conchos				HTN	(C)	20th Century Fox
Rocky III	(HBO)		(TMC)	(HTN)	C	MGM/UA
The Romantic Englishwoman			TMC*			Viacom
The Rules			TMC		C	20th Century Fox
Saint Jack			TMC			Viacom
Savannah Smiles	HBO	(ST)				Embassy
Scavenger Hunt			TMC			Viacom
Sea Wife				HTN*		20th Century Fox
The Secret Weapon			TMC			Lee Guthrie
Sellers					C	ALP Productions
Seven Thieves				HTN	C	20th Century Fox
Sheriff And The Satellite Kid			TMC			Embassy
Sherlock Holmes And The House Of Fear			TMC*			Lee Guthrie
Sherlock Holmes And The Pearl Of Death			TMC*			Lee Guthrie
Sherlock Holmes And The Scarlet Claw			TMC*			Lee Guthrie
Sherlock Holmes And The Spider Woman			TMC*			Lee Guthrie
Sherlock Holmes And The Voice Of Terror			TMC*			Lee Guthrie
Sherlock Holmes And The Woman In Green			TMC*			Lee Guthrie
Sherlock Holmes Faces Death			TMC*			Lee Guthrie
Sherlock Holmes In Washington			TMC*			Lee Guthrie
Shoot The Moon		(ST)	TMC			MGM/UA
The Sign Of Four	(HBO)		TMC*			Lee Guthrie
Snoopy Come Home			TMC	HTN	C	Paramount
Sophie's Choice	(HBO)					ITC
Squeeze Play			TMC			Trans
Star Trek III: The Wrath Of Khan	HBO			HTN		Paramount
Stroker Ace	HBO	ST	TMC		C	Warner Bros.
The Stunt Man			TMC*		(C)	Viacom
Summer Lovers	(HBO)		TMC			Orion
The Sword And The Sorcerer			TMC			Universal
T.A.G.—The Assassination Game	HBO					Viacom
Terror By Night			TMC			Lee Guthrie
That Championship Season	(HBO)	ST	TMC			Viacom
There's No Business Like Show Business				HTN		20th Century Fox
Things Are Tough All Over	(HBO)		TMC		(C)	Columbia
This Time Forever				HTN	C	Thorn EMI
Threshold	HBO*	(ST)	(TMC)			20th Century Fox
Thunderbirds 2086 (Crusader)		ST*				ITC
Thunderbirds 2086 Star Drive		ST				ITC
Ticket To Heaven	(HBO)	(ST)	TMC			MGM/UA
Treasure Island	HBO*					Warner Bros.
Treasure Of The Sierra	HBO*			HTN		Turner Prog. Serv.
Twilight Time	HBO		TMC	HTN		MGM/UA
200 Motels			TMC			MGM/UA
Uncle Cons	HBO				C	Columbia
Valley Girl	HBO	(ST)	TMC			Atlantic
The Verdict	HBO	ST*	TMC			20th Century Fox
Victor Victoria	HBO	ST	TMC	HTN	C*	MGM/UA
Wakefield			TMC			Trans
When Willie Comes Marching Home				HTN		20th Century Fox
Whiskey Galore					C*	Janus
Whistle Down The Wind					C	Janus
White Buffalo					C*	MGM/UA
Wild Horse Hank					C	
The Wilmington 10 U.S.A.				HTN		Selkirk
The Worst Actress In The World	HBO	ST*	(TMC)			Warner Bros.
Xtro		ST				Film Gallery
Year Of Living Dangerously		ST	TMC	HTN	C	MGM/UA
Young Doctors In Love	(HBO)	(ST)	TMC*		C*	ABC
Zapped			TMC			Embassy

Cable Network Legend:
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network
C—Cinemax

■ Networks in parentheses indicate January in September, October, November or December 1983 and/or January 1984.

■ An asterisk indicates that the film is a carry-over from September, October, November or December 1983 and/or January 1984.

■ In total, 193 films appear on the February schedules of HBO, Showtime, The Movie Channel, HTN and Cinemax. Of these films during the past six months (September-December 1983, January 1984), two films, MGM/UA's *Rocky III* and Viacom's *Romancing The Stone*, played on all five networks. Seven films—*Annie*, *Flashdance*, *Mr. Mom*, *Sudden Impact*, *Superman III*, *Tootsie* and *Trading Places*—played on four networks. Seventeen films played on three networks, 29 on three networks and 44 on two of the services. One hundred and seven films are unduplicated.

■ The motion picture distributor with the most films on pay TV this month is MGM/UA with 28, followed by 20th Century Fox with 25 films and Viacom with 16 films.

■ Two films, *Flashdance* and *Staying Alive*, with last year's Oscar-winning performance by Mary Steenburgen, dominate this month's program guide covers. *Flashdance* is listed for its break-dance movement and "Maniac" song as per Showtime, the Showtime and TMC guides. Superstar Donna Mills leads the HBO and HBO: Cinemax guides. Accompanying Footloose on the Showtime guide: The Pointer Sisters' newest special. A tie-up for HBO: Cinemax: The Year In Rock, Jerry Lewis' Comedy Specials, Mel Tillis' special and Sugar Ray Leonard's comeback fight. HTN guide is never over to a film that just a year ago debuted simultaneously in theaters and pay-per-view TV: *The Pirates Of Penzance*.

Top 20 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc.	2,772,600 (10/83)
2	American Television and Communications Corp.	2,250,000 (9/83)
3	Group W Cable	1,950,921 (12/83)
4	Cox Cable Communications Inc.	1,445,347 (12/83)
5	Storer Cable Communications	1,371,000 (12/83)
6	Warner Amex Cable Communications Inc.	1,362,000 (12/83)
7	Times Mirror Cable TV Inc.	907,029 (11/83)
8	Newhouse Broadcasting	788,125 (1/84)
9	Continental Cablevision	748,000 (12/83)
10	Viacom Cablevision	730,318 (1/84)
11	United Cable TV Corp.	610,000 (11/83)
12	Sammons Communications Inc.	566,929 (10/83)
13	Rogers Cablesystems Inc.	487,243 (1/84)
14	Cablevision Systems Development	405,000 (12/83)
15	TeleCable Corp.	388,473 (12/83)
16	Heritage Communications Group	367,736 (12/83)
17	Capital Cities Cable Inc.	349,892 (12/83)
18	UA Cablesystems Corp.	341,300 (1/84)
19	Comcast Cable Communications	336,100 (12/83)
20	General Electric Cablevision	321,216 (12/83)

Note: Subscriber counts were requested in mid-January, 1984.
Number is an estimate.
Includes MetroVision, NewChannels, Vision Cable.
Source: Sub counts are provided by the MSOs to Titsch Communications Inc.

Top 20 Systems

Rank	Location	Operator	Basic subs
1	San Diego, Calif.	Cox Cable	235,320 (12/83)
2	Woodbury (Long Island), N.Y.	Cablevision Systems	220,000 (1/84)
3	Houston, Texas	Warner Amex	184,900 (1/84)
4	Manhattan, N.Y.	ATC	181,575 (9/83)
5	San Antonio, Texas	Rogers Cablesystems	166,341 (1/84)
6	East Orange, N.J.	Maclean Hunter	156,410 (12/83)
7	Cincinnati, Ohio	Warner Amex	134,290 (12/83)
8	Wayne, N.J.	UA Cablesystems	127,000 (1/84)
9	Tulsa, Okla.	United Cable	110,809 (12/83)
10	Audubon, N.J.	NYT Cable	110,275 (1/84)
11	Rochester, N.Y.	ATC	103,300 (9/83)
12	Baltimore County, Md.	Cablevision	103,211 (12/83)
13	Erie County, N.Y.	Prime Cable	102,664 (11/83)
14	San Jose, Calif.	Gill Industries	100,300 (11/83)
15	Tidewater (Norfolk), Va.	Cox Cable	100,000 (12/83)
16	Austin, Texas	ATC	94,740 (9/83)
17	Honolulu, Hawaii	ATC	92,100 (9/83)
18	Seattle, Wash.	Group W Cable	91,200 (10/83)
19	Jefferson Parish, Kenner, La.	Cox Cable	91,126 (12/83)
20	Toledo, OH	Buckeye Cablevision	90,439 (1/84)

Subscriber counts were requested in mid-January, 1984.
Source: Sub counts are provided by the MSOs and individual systems to Titsch Communications Inc.